

Subject: Fwd: Great Streets Challenge Grant
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 09/28/2016 04:48 PM
To: Eric Eisenberg <ericeoban@gmail.com>

Eric,

I am going to send out the agenda tomorrow. Should I add this?

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
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From: **Ann Carpenter** <ann@braidtheory.com>
Date: Wed, Sep 28, 2016 at 4:32 PM
Subject: Great Streets Challenge Grant
To: Lorena Parker <lparker@sanpedrobid.com>

Lorena,

It was great meeting with you today.

To recap, Braid Theory would like to work with the San Pedro Historic Waterfront BID to apply for the City of LA Great Streets Challenge Grant on a project within the BID that will be designed to bring activity to the area. <http://lagreatstreets.org>

The proposal is centered around bringing new technology — OWLs (<http://www.owlized.com>) — to the district to both celebrate San Pedro's past and help people envision its future.

Braid Theory staff will attend the Great Streets Challenge workshops, outreach to stakeholders beyond the BID including the San Pedro Chamber, the Neighborhood Councils, Councilman Buscaino's office, etc. Along with the team at Owlized, we will write the grant proposal. The BID will be responsible for final review and approval of the proposal.

As this is an opportunity for our business as well as the District, we propose sharing the cost of preparing and submitting the application. We anticipate

approximately 20-25 hours of time invested to attend meetings, engage stakeholders and write the grant. The BID's share would be fees not to exceed \$1,600.

As you know, my most recent role prior to starting Braid Theory was Director of Marketing for PortTech Los Angeles. In that role, I was personally responsible for the major outreach initiatives and events, including the PortTechEXPO. I also wrote numerous successful grants for the organization including the Port of Los Angeles Community Investment Grant, Port of Long Beach Community Grant, and Goldhirsh Foundation's LA2050 Grant which resulted in a \$100,000 award from the Roy and Patricia Disney Foundation.

By participating in the Great Streets Challenge Grant, we have the opportunity to continue to bring focus to Downtown San Pedro, and I believe we have a strong chance of preparing a compelling, and hopefully winning, proposal.

I look forward to discussing in more detail whenever convenient for the BID staff and board.

Best Regards,
Ann

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